



May 23, 2008

Mr. Peter Zolnowski
Program Director
98.7 KLUV
4131 North Central Expwy., Suite 1000
Dallas, TX 75204

Dear Peter:

On behalf of the Board of Trustees of Special Care & Career Services, we are extremely grateful for the long-term support of CBS Radio and Kurt Johnston, along with your team at 98.7 KLUV, since 2002 for *A Special Evening*, our largest annual benefit concert showcasing legendary artists, namely, Tony Bennett, Ray Charles, k.d. Lang, Tom Jones, Dobbie Brothers, Dionne Warwick, and Frankie Valli.

More than \$1 million was raised from these fundraisers that helped more than 5,000 children and adults with developmental disabilities or delays gain self-confidence and personal independence leading to their self-sufficiency. Babies and toddlers reached their developmental milestones through our Early Childhood Intervention Program. Adults with cognitive disabilities attained and have remained in meaningful employment through our Supported Employment Services Program.


We are especially grateful for the tremendous promotional in-kind support from 98.7 KLUV for our last three concert events in 2006, 2007 and 2008.

Peter, you, Kurt and Jody Dean are extraordinary partners! As a direct result of your monumental efforts in 2008, public tickets were sold-out, and ticket revenue increased by 14% over our previous sell-out record in 2005 with entertainer Tom Jones. We appreciate your flexibility and creativity in promotions, such as ticket pre-sell at parties for KLUV Club Members Only; numerous e-mail announcements to KLUV Club Members; event feature on the station's website; frequent PSAs; and Frankie Vallie interview broadcast; and much more! When we compared results from print ads and 98.7 KLUV's promotions, without fail, with each and every effort by the station, we saw significant spikes in our ticket sales.

We also appreciate Jody Dean of "The Morning Show." His talent as Master of Ceremonies for our 2007 and 2008 pre-concert activities was phenomenal. Each year, he kept a very tight program itinerary on track. His inspirational messages were catalysts for two standing ovations recognizing our clients' achievements. He also raised more than \$11,000 for our agency as auctioneer for our single item live auctions.

Peter, please accept our heartfelt gratitude for your personal leadership, as well as our partnership with CBS Radio and 98.7 KLUV over the years. Your generosity is unmatched among our family of supporters.

With greatest respect and sincerity,


Cathy Packard
Executive Director


Affiliate

United Way • Texas Early Childhood Intervention